



## AMERICAN EMBASSY U.S. COMMERCIAL SERVICE

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**Date:**

**To:** Potential U.S. Pavilion Exhibitor

**Fax:**

**From:** Essam Tabarak, Commercial Specialist

**Subject:** Cairo International Fair 2003.

**# of Pages including cover page: 4**

The U.S. Commercial Service in Egypt is organizing a U.S. presence in the Cairo International Trade Fair in March 2003. Unlike previous years, due to an expected decrease in the number of potential exhibitors, we are planning to decrease our own cost. While maintaining or improving all of our basic services.

These are summarized as follows:

- All booth construction services
- All logistical arrangements with Trade Fair Authority
- Fully Air Conditioned building
- Integrated security coverage and supervision
- Refreshments
- Two Fairgrounds Admission passes per booth
- Collective entry in Trade Fair Catalog
- Common Area for Exhibitor's use (22m<sup>2</sup>)

The U.S. Pavilion will occupy a large stand-alone building (occupied in previous years by Xerox Corporation) with a total area of about 200m<sup>2</sup>. Booths are categorized in 4 classes: A, B, C, and D with an average area of 4.5, 6.9, 5.5, and 4.2 square meters, respectively. Prices are indicated in the attached registration sheet. Prices are linked not only to booth area, but also to booth location.

It is our pleasure to have you participating with us in next year's event. If you have any questions or require any clarifications, please do not hesitate to contact me.

Best regards,

Essam Tabarak  
Commercial Specialist